

4th International

Placemaking

Week

June 5–8, 2024
Baltimore, USA

Sponsorship Invitation

Project
for Public
Spaces



About the Conference

Placemaking Week is a multi-day, global gathering of over 400 public space leaders that emphasizes hands-on learning, off-site exploration, and innovative social events, all while leaving behind a public space legacy in host cities.

As a result of this event, we not only help communities improve their public spaces firsthand, we also work to change policies and support the people that make great public spaces possible.

This conference builds upon previous convenings in Chattanooga, TN (2019), Amsterdam, Netherlands (2017) and Vancouver, BC, Canada (2016).

“In only one week, Project for Public Spaces ensured that every engagement was a diverse collection of citizens with a range of perspectives.”

— Boopsie Maran,
Founder, Places for Good

Program Highlights

- ✓ **Hands-on workshops and diverse panels** that feature best practices and case studies from around the world
- ✓ **Locally organized mobile workshops** that show placemaking efforts underway in Baltimore
- ✓ **Inspiring plenary sessions** that highlight local and national leaders in city planning and related fields
- ✓ **Networking receptions** that bring together global public space advocates and leaders in unique local venues

Photo credits: Neighborhood Design Center (left), Visit Baltimore (right)



About the Host City: Baltimore

“This gathering has always been a powerful catalyst for positive change, and as Baltimore plans the future of so many of our shared public spaces, there’s no better time to welcome so many incredible professionals in this space.”

— Mayor Brandon M. Scott,
City of Baltimore

Baltimore, Maryland, USA, is both a historic harbor city and a hub of placemaking innovation.

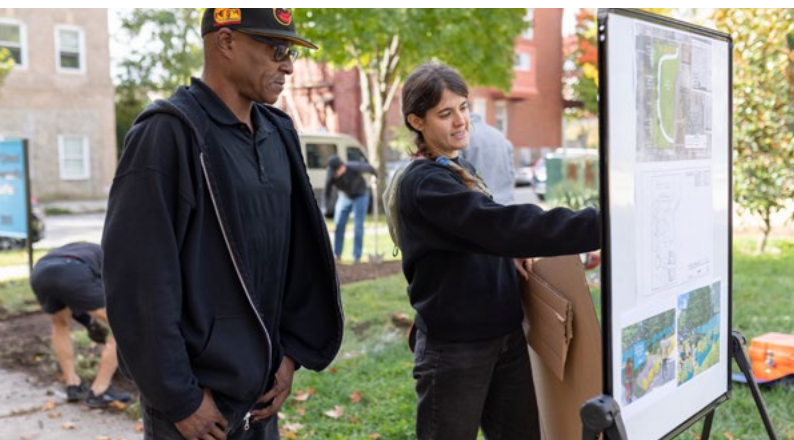
Like many American cities, the physical, economic, and racial character of Baltimore has also been profoundly shaped by redlining, urban renewal, and more recent racially biased planning and policing. In spite of these challenges, across the city—from government projects to grassroots initiatives—we are witnessing inspiring community-led efforts to reimagine and reclaim the spaces of Baltimore for all of its residents.

Today, visitors and locals will find dozens of creative public space projects blooming across the city, including grassroots revitalization efforts like the Black Arts District, ReBUILD Metro, and the Black Land and Food Sovereignty Network; path-breaking public art projects like “Inviting Light,” a Bloomberg Public Art Challenge grant winner; large-scale redevelopments like Lexington Market, Penn Station, and Harbor Place; as well as a citywide municipal placemaking program.

The 4th International Placemaking Week will showcase these bold—even radical—efforts to offer attendees a picture of how a port city with a strong grassroots movement of placemakers envisions its future.

Sponsorships will help us bring inspiring local stories and best practices to our global audience of placemaking leaders.

Photo credits: Visit Baltimore
(top), Neighborhood Design Center
(bottom left & right)



Why Become a Sponsor?

Online Audience & Reach

10.4m

social media impressions during the last Placemaking Week

256.4k

followers across social media

48.9k

newsletter followers

1.1m

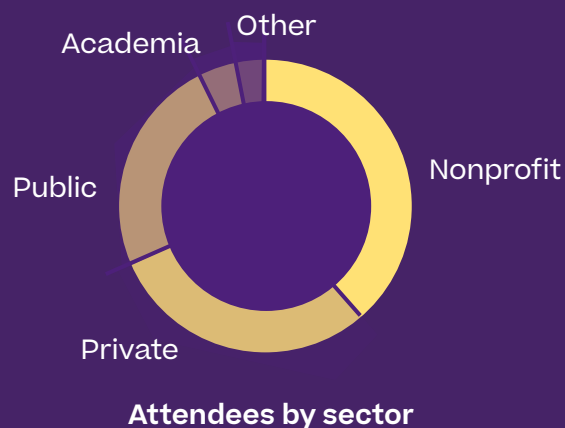
unique website page views in 2022

We are seeking sponsorship from organizations, foundations, and companies that believe in fostering great public spaces for and by everyone, building stronger relationships through dialogue, and supporting healthier communities.

Sponsorships place your organization and its mission into the hands of the right people through our vast, energized network of public space professionals and advocates.

- ✓ **Create a more equitable event:** Conference registration isn't always within reach of interested participants. With sponsorship support, **40%** of local conference attendees received a full conference scholarship and **20%** received a one-day scholarship at our last event.
- ✓ **Support inclusive economic growth in Baltimore:** Sponsors ensure that funds get into the hands of local organizations, vendors, and artists. In 2019, Placemaking Week generated an estimated economic impact of over **\$628k** to the Chattanooga Area Economy and supported **150+ local jobs** (Chattanooga Area Convention & Visitors Bureau).
- ✓ **Reach a passionate global audience and network:** Connect with international public space leaders working at the intersection of inclusive economic development, health equity, and climate action.
- ✓ **Elevate placemaking in Baltimore:** Showcase Baltimore's unique public spaces and placemaking projects, while sparking dialogue about best practices from around the world.

Attendee Profile*



* Data taken from Placemaking Week 2019

Sponsorship Opportunities

All levels include on-site benefits and promotional opportunities while offsetting necessary expenses for Project for Public Spaces and other nonprofit partners organizing the event. All levels and benefits are in US Dollars.

\$20K • PLATINUM

- 6 conference registrations
- 6 conference registrations donated as local scholarships
- Invitation to VIP reception
- Promo item in tote bag for all attendees
- Receive professional photographs featuring sponsor logo
- Speaking opportunity in plenary
- Featured in a Project for Public Spaces blog post
- Selection of **3** of the following benefits
 - Sponsor of select mobile workshop or tour
 - Sponsor of select reception
 - Opportunity to host a meeting or product demonstration
 - Opportunity to participate in volunteer event onsite
 - **[Limited]** Logo on lanyard or tote bag (co-branded with Project for Public Spaces)
- Leading media promotion from the Bronze package, plus individual slide in pre-plenary slideshow & exclusive shoutout on all social media platforms

\$5K • SILVER

- 2 conference registrations
- 2 conference registrations donated as local scholarships
- Invitation to VIP reception
- Promo item in tote bag for all attendees
- Sponsor of select mobile workshop or tour
- Includes all media promotion from the Bronze package

\$10K • GOLD

- 4 conference registrations
- 4 conference registrations donated as local scholarships
- Invitation to VIP reception
- Promo item in tote bag for all attendees
- Receive professional photographs featuring sponsor logo
- Selection of **2** of the following benefits
 - Sponsor of select mobile workshop or tour
 - Sponsor of select coffee break or similar hospitality moment
 - Opportunity to host a meeting or product demonstration
 - Opportunity to participate in volunteer event onsite
- Includes all media promotion from the Bronze package

\$2.5K • BRONZE

- 1 conference registration
- 1 conference registration donated as a local scholarship
- Shout out on Project for Public Spaces social media with sponsors at this level
- Shout out in Project for Public Spaces newsletter
- Logo on: Event website, plenary slideshow, and conference program
- Company profile on event app

We want everyone to be able to contribute to Placemaking Week. If you would like to sponsor in another way, we can tailor a package for you.

CONFERENCE PRODUCED BY

Project for Public Spaces

Founded in 1975, Project for Public Spaces has brought some of the most successful public places in the world to life. We put community participation at the center of everything we do, from placemaking partnerships with corporations and foundations to our workshops, trainings, conferences, and more. Our interdisciplinary team has helped over 3,500 communities in 52 countries create inclusive places that change our society for the better. Together, we can build a world where every public space is community-powered. Learn more at [PPS.org](https://pps.org).

CO-HOSTED BY

the Neighborhood DesignCenter

Founded in 1968, the Neighborhood Design Center is a nonprofit organization that facilitates the development of healthy, equitable neighborhoods through community-engaged design and planning services. By providing the tools, expertise, and partnerships necessary to realize neighborhood visions, we support broad participation in the evolution of the built environment. Learn more at ndc-md.org.

CONTACT US

We are committed to creating sponsorship packages that resonate with our sponsors' goals. If you would like to sponsor the event in a different way, please let us know, and we can tailor a package for you.

For additional information, please contact:

Rebecca Weiser

rweiser@pps.org